

WHITEPAPER

# Why COVID-19 - makes Digital Marketing more vital than ever for your business

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# Introduction

The COVID-19 pandemic has brought about sea changes to the way businesses operate. The situation has escalated so quickly that businesses are scrambling for data and support to guide them. You can drive your organization forward by focusing on the one window that's still open- digital marketing.

## This whitepaper offers insights and tips to:

- Fill your sales pipeline despite cancellation of events and in-person meetings
- Revise your growth strategies as the negative consequences of the pandemic develop
- Find silver linings and opportunities in a shifting landscape

By the end of this guide you'll learn to steer your organization forward by optimizing digital marketing channels. You'll learn how to revise your digital and growth marketing strategy to withstand the headwinds of change. Please stay safe.

## 3 reasons why you must focus on optimization and ascension of digital marketing channels

1. Companies that won't get new customers in the current climate must consider shifting focus from sales targets to upper funnel engagement and generating marketing qualified leads to retarget once the crisis is over.
2. Trade Shows, events and meetups stand canceled and it is going to continue to be this way for the next few weeks. With all other marketing opportunities closed it is mission-critical to focus on the one window that's still available - Digital Marketing.
3. Allocating marketing spend and time to drive digital interactions is important now to connect with your target demographic and engage with them.

# Digital marketing strategies to survive the COVID 19 crisis



## Optimization channel - Blog

Your blog section can be reenergized to drive traffic and improve sales. Let's see how you can optimize your blogs.

### Important elements to be optimized

- On page SEO
- QDF
- Social sharing
- Content offers

### On page SEO

On page SEO consists of meta descriptions, titles, URL structure, Alt tags and content. Conduct keyword research and select target keywords. Avoid auto-generated meta information. Insert target keywords in your title and descriptions.

Include search queries that people use to rank on top of search results.

Search queries fall broadly into 2 critical categories:

- Discoverable
- Available

## **Discoverable:**

This is a search query used when people aren't looking for a brand in particular. Ranking for queries like this will make users discover your business.

## **Available:**

This search query is branded. People are specifically interested in your organization/business.

It is important to optimize these two major types of search queries.

## **Query deserves freshness**

QDF is a Google algorithm that evaluates content based on its freshness. That is why it is important to update and republish your top performing blog. Here's how to do it. Identify a winner from your existing blogs. Update meta details. Add infographics, PPT or a spiffy video.

## **Social sharing**

Want people to share your blog post? Make it easy for them to share your content. Add social media sharing options to your blogs and make them prominent. It is a small albeit significant signal for search engines to evaluate the relevance of your content.

## Add content offers:

Provide cross links to existing blogs to help viewers consume more content

Opt for a gated offer

Provide discounts for paid content/media

Update the title as :

Second edition

New list

Updated edition 2020

This will help you score well for the QDF factor.

We recently saw a spike in traffic when we republished one of our most downloaded ebooks.

## Optimization channel - YouTube

Are you getting the most out of your YouTube channel? It is a powerful medium to engage customers and generate leads. Let's see how you can optimize your YouTube videos in simple steps.

### Important elements to be optimized:

- Thumbnail images
- Content
- Shares and views

### Thumbnails

Before people view your video. Before they click on that "like" button, they view the thumbnail of your video. It is a major factor that is often not even in the stratosphere of most of us.

But a quirky, attention grabbing thumbnail of your video can increase views. Use Canva to edit and add a spark of interest to your videos.

## Content

Keyword optimize your content. Not adding a transcript of your video or enough details in your description is an opportunity lost. Use your primary keywords in tags. Ensure that your major keyword phrase is in your video as well.

Never create a video without a strong keyword rich script. Adding captions (not auto-generated ones) improves viewer retention. Also, focus on the title of your video and its meta description. This can give your video a SEO boost.

## Shares and views

If you are just getting started it can be incredibly frustrating to drive up views and shares. Making videos on the confluence of your audience's interests is sure to give you traction. The first 2% of your video is incredibly important. Invest a lot of time and effort in it to hook your audience till the end.

Provide a small incentive for sharing your video. Video marketing pros use the 15 second rule. What is it? Well, introduce a change in your video every 15 seconds. It could be inserting B roll footage, adding fade outs or interesting transitions, introduce an element of visual interest every fifteen seconds.

## Optimization channel - Content publishing platforms

Content publishing platforms can help you drive traffic to your website. Smart marketers have for years used content publishing platforms as a powerful demand generation lever. To tap into the Serviceable Available Market (SAM) out there it is essential to identify where your target audience is consuming content and be there.

## Important elements to be optimized

- Author profile

- Engaging with other posts
- Content binging

## Author profile

People who've come across insipid author profiles raise your hands! Okay, looks like all of us have seen author bios that have failed to make an impression. Before posting on content publishing platforms it is vital to make your author profile stand out.

Ensure you include details about how you help your target audience attain their goals in your bio. Establish credibility. Share relevant personal information.

Include a display picture. Company logos or placeholder images can dissuade viewers from engaging with you.

## Engage with other posts

Constantly engage with other posts. Leave behind thoughtful comments and insights. Also, follow people who engage with your posts. This way you can build a strong following within a few months.

Be active on social media. Most content publishing sites will sync your followers to match your Facebook or Twitter followers. This will help you in building a personal funnel.

## Content binging

What is content binging? It is enticing readers to consume more content. You can harness the power of content publishing platforms that have a huge audience to drive traffic to your blog. You can either republish posts or leave behind a micro article related to your original post and drive traffic to the link.



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